

10 March 1954

MEMORANDUM FOR THE DIRECTOR:

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Ed Murrow's "See It Now" devoted some five minutes to ALCOA advertising and twenty-five minutes to what Murrow termed a "controversial" portrayal of McCarthy and he offered the use of the program to McCarthy should he wish to reply.

Murrow, in a business suit, looking frail and in a thin voice, used film of McCarthy so that in his ^{own} words and with his own pictures, and more importantly, in the friendly atmosphere of his original place of speech-making, McCarthy had a theatrical advantage--even though not present in person. Applause from McCarthy listeners gave him that advantage; favorable laughter from his hearers added to the effect; and he was in black tie, behind a mike. It would have been better, I thought, if Elmer Davis with his booming voice, gray hair, robust appearance, had been on instead of Murrow, and if McCarthy had been played by an actor so that make-up, voice, appearance, would not be as effective as when McCarthy is shown talking to a friendly audience. Murrow was David and McCarthy Goliath, but David forgot his slingshot.

The show--it was more entertaining than anti-McCarthy--opened with McCarthy in a Republican campaign speech where he stated, "If this fight against Communism is a fight between America's two great parties, one of these parties will be destroyed." Later in another speech he was stating the issue between the Republican and Democratic parties was clearly drawn--there had been 20 years of treason in the Democratic party. General Eisenhower was shown then, talking during the campaign in Milwaukee, and declaring:

"If elected, I will see that subversion and disloyalty are kept out of the Executive Department."

The edge was taken off this by immediately showing McCarthy, who said Ike is a great American, "but I'll call 'em as I see 'em, no matter who is elected President."

Murrow then bemoaned the "one-man investigating committee" and declared that McCarthy had "demoralized the State Department," had done great damage at Fort Monmouth, and quoted Senator Flanders, who yesterday said, "He (McCarthy) puts on his war paint, gives his war whoop, and goes forth to battle, and proudly returns with the scalp of a pink Army dentist."

The picture next shown was McCarthy after he had been lauded in poetry and was so full of emotion--the tough guy with a heart of gold--that he just couldn't go on and speak. The last line of the poetic introduction was, "Our love for you lies unrevealed."

McCarthy before a friendly audience in Philadelphia read part of the General Zwicker transcript and the favorable atmosphere permeated the scene--it was all McCarthy, particularly when he said, "The bleeding hearts will cry, 'It's all right to uncover 'em (Communists) but don't get rough doing it.'"

Secretary Stevens flashed on, but reading his alibi--how he had been misunderstood, to be followed by McCarthy saying, "The President and I differ

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only on how we handle those who protect Communists."

Murrow said McCarthy claimed the "left wing" press had attacked him and Murrow named some of the papers McCarthy put in that category:

Chicago TRIBUNE

Washington TIMES HERALD

Milwaukee JOURNAL

New York TIMES

New York HERALD TRIBUNE

Washington STAR

St. Louis POST DISPATCH

Murrow quoted McCarthy's quote from Shakespeare, "On what meat doth this our Caesar," etc., and said McCarthy had two rival methods:

- (1) He has immunity when making Congressional investigations.
- (2) He tells half-truths.

McCarthy was shown attacking Adlai Stevenson with reference to a barn at Lee, Massachusetts, that contained IPR records, and one letter stated Alger Hiss and Frank Coe suggested Stevenson for membership in a committee to discuss some Asian matters. McCarthy said, "Alger--I mean Adlai," etc. Murrow pointed out that the Stevenson statement was a half-truth because the letter also mentioned as a possibility because of his position with Mr. Stimson, Harvey Bundy, while Stevenson was named because he was an assistant to then Secretary of the Navy, the late Frank Knox. Murrow added that among the IPR members were John Foster Dulles, Herbert Hoover, Henry Luce.

One of the most effective scenes was McCarthy examining Reed Harris regarding a book he wrote in 1932 during the depression, and as he explained in an atmosphere of depression. He drew from Harris, an intelligent witness, that he had been suspended from Columbia University in April 1932 and later resigned, but when asked if the American Civil Liberties Union had furnished a lawyer for his defense, Harris tried to avoid the question and McCarthy pounced on him and he said, "Yes." McCarthy asked him if he knew that the American Civil Liberties Union was on the Attorney General's list. He said he didn't know, and McCarthy stated it was. Murrow pointed to this as an untruth and said the group never has been on such a list or on an FBI list. Harris, however, at the end was playing McCarthy's game--he said he had stated college professors, be they Socialists or Communists, could teach and make any statements they believed in, but now he would exclude Communists, because: "I consider Communists to be plain clothes auxiliary of the Red Army."

Murrow referred to McCarthy's dropping the Benton libel suit, claimed he "persecutes," and that we can not defend freedom abroad while McCarthy exploits our differences at home. He referred again to Julius Caesar and said McCarthy should read what Cassius said before asking what meat Caesar fed on, when Cassius states, "The fault, dear Brutus, is not in our stars but in ourselves."

No reference was made to the recent statement by the President calling upon the GOP to take corrective action in Congress, although this statement may well be the foundation of future Presidential action to meet this moral issue.

Murrow was too frail, too thin, uninspired, lacked zeal and fire. It was entered into the record but not a word said by anything from McCarthy.

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